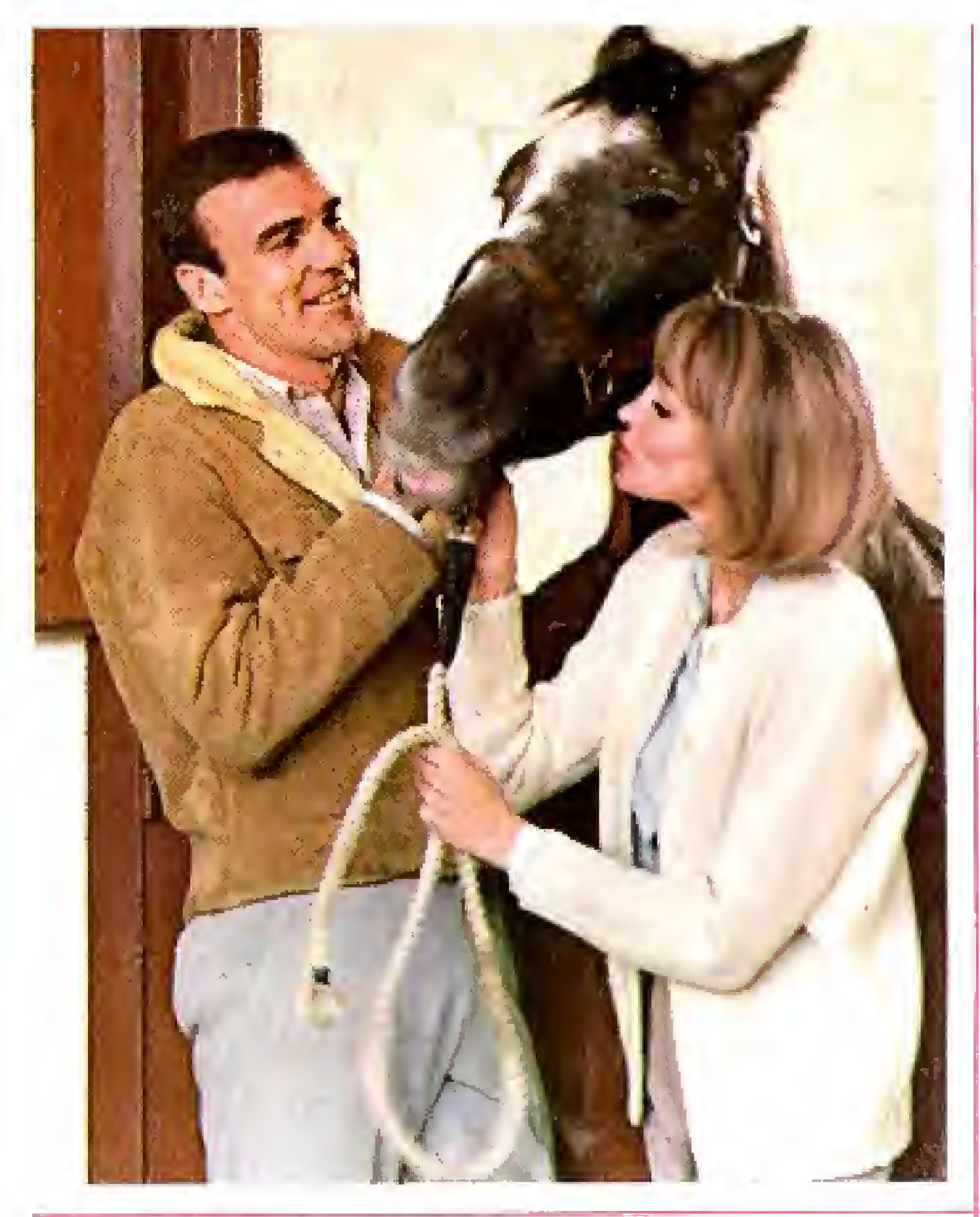








People on the go... go Cadillac!



Calais Hardtop Sedan

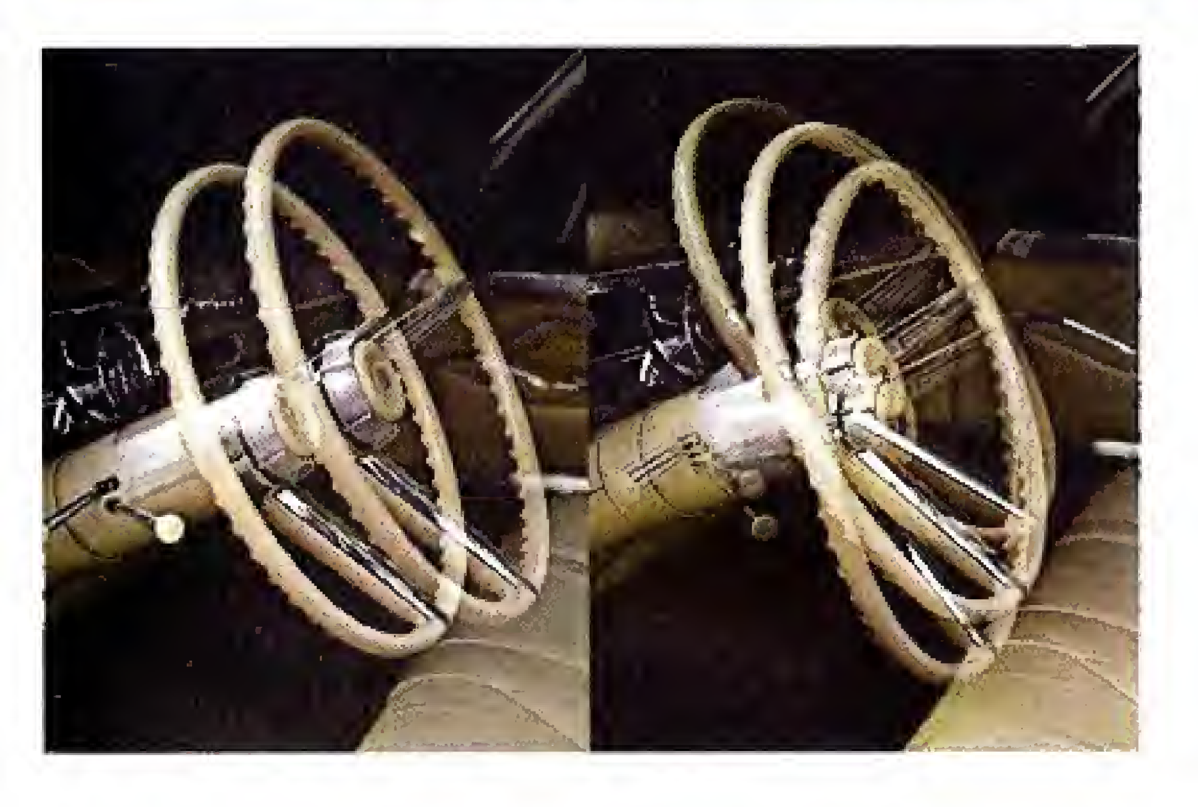
They enjoy the excitement of Cadillac's lively action

A Cadillac has all the spirit of a sports car—plus the roominess, the comfort, and the steadiness of ride and stance that only a big car can provide. It corners and turns with remarkably little effort and in remarkably little space. And the power of Cadillac's big high-performance engine and the split-second response of its Turbo Hydra-Matic transmission surpass anything else in the luxury car field. Power steering and brakes are standard.

Twilight Sentinel (right), available on all models, turns headlamps on and off automatically according to light conditions, and can be set to leave headlamps and a cornering light on for up to 90 seconds to light the way at night.



De Ville Convertible



They admire Cadillac's precise craftsmanship

Cadillac engineers and craftsmen have long worked to the principle—"Craftsmanship a Creed . . . Accuracy a Law." Cadillacs are built exclusively in one plant by workers who share their skills with no other car, and who have spent an average of more than ten years producing to Cadillac standards. It is this unique combination of meticulous engineering and exacting manufacture that has earned Cadillac its enviable reputation for long life and unsurpassed reliability.

Any Cadillac model can be ordered with an exclusive new steering wheel (left) that telescopes as well as tilts for personal comfort and for relaxing changes of position on long drives.

Hardtop Sedan de Ville

They find life richer with Cadillac luxury

From its gracious and dignified exterior styling to its handsomely appointed interiors, Cadillac reflects rare good taste. Fabrics and leathers are the finest available. And Cadillac has the important extra luxury of choice: eleven distinctively styled body models in three series and 150 interior combinations—by far the widest opportunity for personal expression in its field. This is yet another reason why, wherever people of discernment gather, Cadillac is a prominent part of the scene.

Typical of Cadillac luxury is this Hardtop Sedan de Ville interior (right) in gray random weave Delta cloth with antique finish leather bolsters. Folding armrests are standard front and rear.



Fleetwood Brougham

They feel security in Cadillac's sound and lasting value

The purchase of a Cadillac is a truly rewarding investment. First of all, its cost compares favorably with many less distinguished cars that charge extra for equipment that is standard on Cadillacs. In addition, Cadillac's economy of operation and maintenance is the envy of many who drive smaller cars. And finally, when it comes time to trade, Cadillac traditionally returns a higher percentage of its original cost than any other automobile at or near its price.

With Cadillac's Comfort Control option (right), interior temperature is set as simply as with a home thermostat and is automatically maintained, regardless of changes in weather or season.



Coupe de Ville

And today's Cadillac has earned motoring's most loyal following!

Because Cadillac rewards its owners with motoring satisfaction far beyond anything they have previously known, it has earned the highest percentage of repeat buyers of any car in the world. A visit to your authorized Cadillac dealer for a close inspection and a few miles at the wheel will show you why Cadillac owners could never be satisfied with any other car.



STANDARD OF THE WORLD

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